

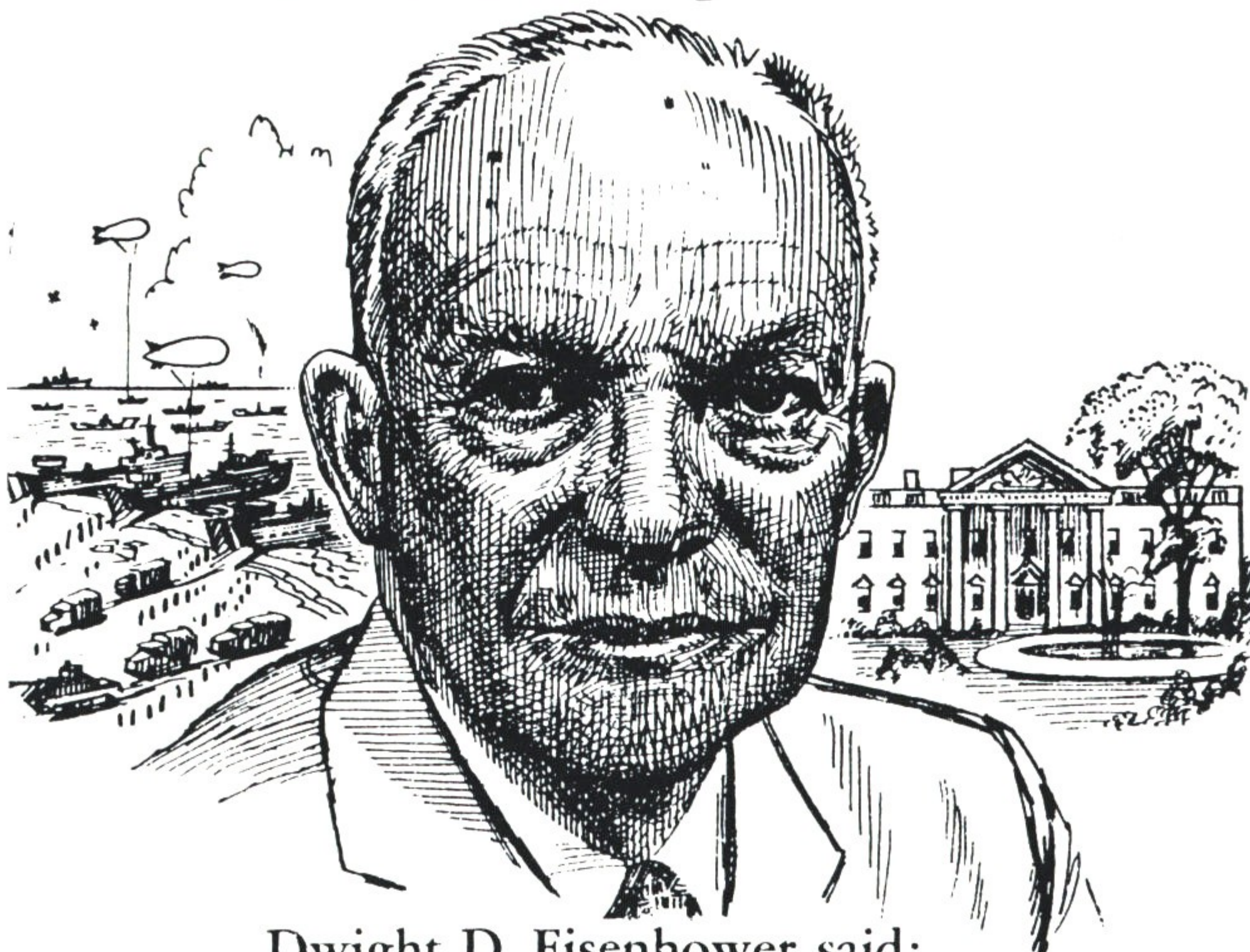
the AUCTIONEER



VOL. XVII
NOVEMBER

No. 11
1966

Membership Memo . . .



Dwight D. Eisenhower said:

"Our abundant plains and mountains would yield little if it were not for the applied skill and energy of American citizens working together, as fellow citizens bound up in common destiny. The achievement and brotherhood is the crowning objective of our society."

THE AUCTIONEER
is the
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of
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901 S. Jackson St.
Frankfort, Ind. 46041

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promote the auctioneer and the auction
method of selling.

The Editor reserves the right to accept
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901 S. Jackson St. Frankfort, Ind. 46041

Florida's Dean of Auctioneers

By John R. Fishdick, Eagle River, Wis.

Col. P. Frank Stuart, 300 5th Ave. North, St. Petersburg, Florida is called the "Dean of Auctioneers". As one of the leading Realtor Auctioneers in Florida's Suncoast he has established an outstanding record in the sale of real property via the auction method. As a pioneer in the auction business since 1945, Stuart is used to hard work and some lean years while he was trying to educate the public to the advantages of sale of real estate by the auction method. I believe most knowledgeable auctioneers will agree, that this period of establishing an auction "climate" is the most trying, difficult, discouraging and least rewarding time in our profession. Until you have general public acceptance of the auction method your sales always proceed with a maximum amount of risk and resistance in getting "top dollar".

Col. Stuart has layed the ground work of acceptance, by both seller and buyer which is reflected in gross real estate auction sales of over 2 million dollars each year. The moral to the story is this: "Those lean years, blood, sweat and tears, fade into the background when you have the people convinced that the auction method in the sale of real property is efficient, responsible and positive."

Here are a few of the procedures you will find used in Stuart's auctions. Advertise the property extensively at least two weeks prior to sale and have signs on premises 5 days prior to sale date. Use streamers also in front yard. If possible, have your station wagon equipped with loud speaker and music tape recorder — music plays important physiological part in establishing the auction setting. When you break your auction sale you still keep the auction tempo going by playing music during the intervals — it allows for easier and slower sale.

Ground men and women — have enough experienced real estate people to cover

crowd and keep them actively moving among those in attendance working for an opening bid. Instruct ground people to stay with their respective bidders as much as possible after auction starts so that they are at the point where exacting further bids is possible — these people are in the same category as ring men at a cattle auction — you all know how some ring people — or ground people — can make or break an auctioneer. See that you have open communication between your ground people — in short — be sure they know and you know what each is doing.

Col. Stuart — sells SLOW — take time — if hung on low bid — tell crowd — "no hurry-have all day — but we are going to sell this property" — if need stop auction-play music — tell crowd we will take a break for a few minutes — then get down off your block and move among crowd yourself — talk up property to those you have initial bid from and others that are likely bidders — then stop music and push ahead — always on the slow side. Remember, some of these people are making their really first large investment — this is not like selling a piece of furniture. The smile-yes, smile-talk up advantages of property — climate-schools, nearness to shopping center, churches, etc — but let the crowd feel you are vital, sincere and understanding.

Offer an attendance prize — \$10.00 cash — have people sign name and address and card furnished by you with imprinted pencil (which they keep) and place card in bucket — have high bidder at end of sale draw Lucky winner — this keeps the crowd till the end — remember people make an auction and the more people your averages on success are always better. This is an inexpensive way to hold a crowd — your author has tried it and it works.

At conclusion of sale — be prepared to draw offer to purchase contract at ONCE — get seller and buyers signa-

IN UNITY THERE IS STRENGTH

ture immediately — remember hit while the iron is hot.

Remember you have no legal sale until you have an excuted and delivered contract.

Tell the crowd of the date, time and place of your next sale and thank them with sincerity for attending another Stuart auction.

Col. Stuart, may not be the biggest auctioneer but he is truly one of the "best". He is a student of real estate, respected in his state and still has time to be one of Florida's best boosters for the National Association of Auctioneers.

Now how about this:

23 real estate sales during the month of September — 22 closings on 23 sales— I expect that's the reason people in Florida say he is the Dean of Auctioneers.

In closing may I interject a personal note — if you are ever in the state of Florida — visit Col. Stuart, I guarantee it will be the best time you ever spent

in your life as an auctioneer — Col. Frank, is cordial, and with his sales record you are bound to be a better informed person on real estate at auction than you were before.

Car Auction Brings County 100% Profit

County-owned automobiles sold at auction produced 100 per cent profit for the county over what the vehicles would have produced on a trade for replacements according to a statement by Marion County (Indiana) purchasing director, William Gray.

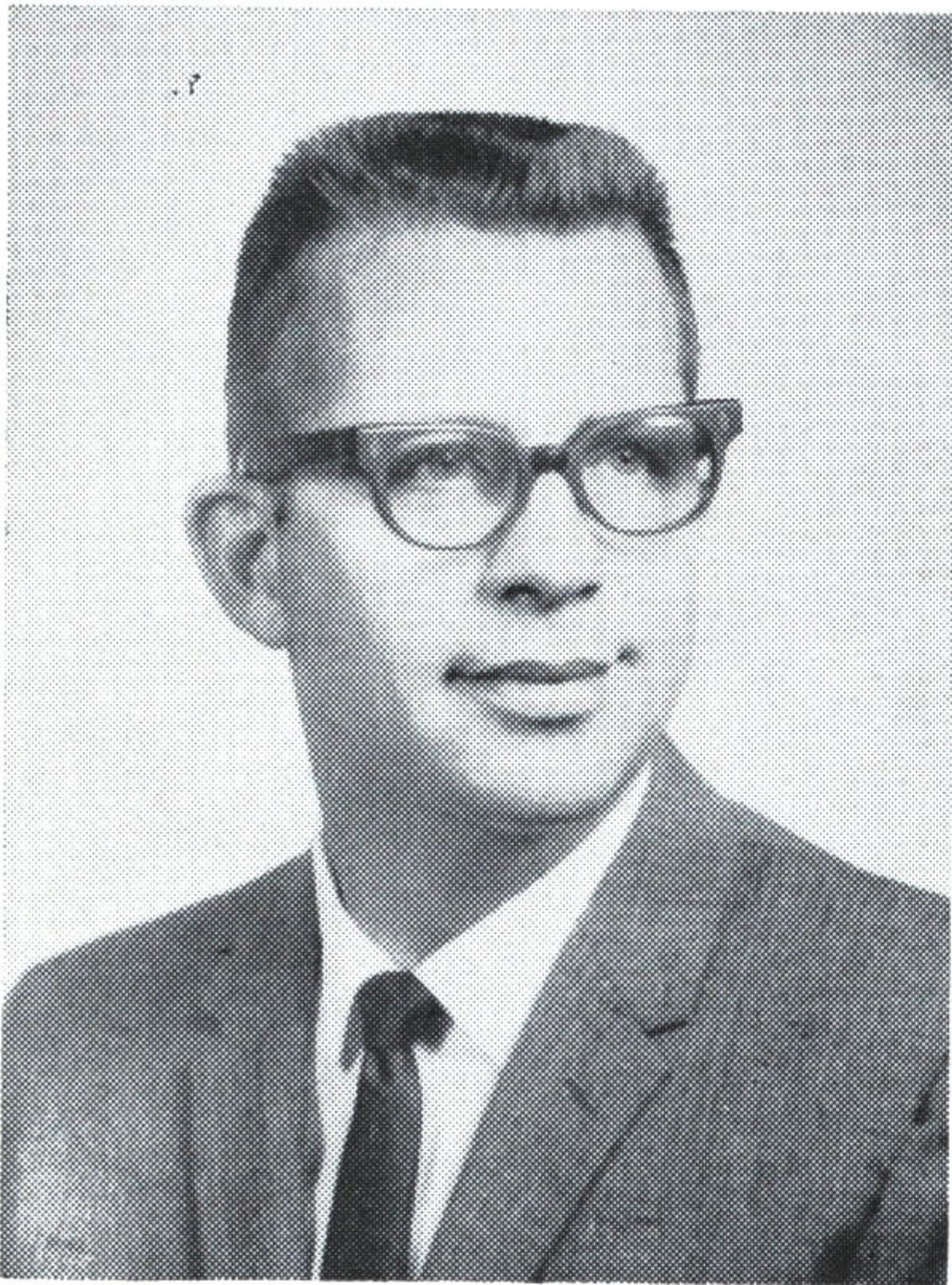
Gray reported that six cars were sold recently for \$2,150 and a week previous six other cars brought \$3,425. The automobiles were sold through the regular weekly sales of an established wholesale auto auction.



Pictured from the left are: the owner of a piece of real estate to be sold at auction; Col. John R. Fishdick, author of the foregoing article; and Col. P. Frank Stuart, auctioneer.

The President Says . . .

Three months have gone by since I was elected president of the NAA. It for me has been a rapid three months, but not as rapid as our NAA Conventions. Our Convention is much like an auction. It takes time, preparation and planning. In addition each slate of officers and directors endorse a program of resolutions, ideas, theories and problems that have to be worked out.



In my address to you, I spoke of a permanent home for the NAA. I realize well that this project can not be done in a month or six months or a year, because every step that is taken will be presented to the Board the coming year and placed before the Convention Body for ratification. The first step has been taken. Dean Fleming of Atkinson, Nebraska, was appointed to find prospective sites. I have talked with Dean just today. He will be sending a report soon to "The Auctioneer" for all to condemn or commend.

When a site has been established, discussions of purchase, growth room and facets of a national organization owning instead of owing or renting will be studied. We also hope to give architectural drawings of not one but several

for you individual auctioneers to choose from. The big picture idea is to plant a bit of firm history in this country. I feel that I would like to be a part of it. Let it be done by those in the profession.

In the February, 1922, issue of the International Auctioneer, the late Fred Reppert said "Do not be ashamed of your profession for it is a noble, bread-winning occupation." And as your writer views the auctioneer now he is at his highest professional level and is also winning more bread.

I do not mean put a star in the sky, but lets get serious and put an auctioneers' mark somewhere in the central part of the United States and say we had a part and will continue to support—let grow further the NAA. The NAA is great now, but it is going to be greater. Let me and other auctioneers know how you feel about this program. This I believe, the auctioneers that have taken interest in the conventions and our magazine are the ones that have taken time, effort and those that watched and studied these individuals have benefited by it. The NAA is no longer struggling, it's enhancing itself every year. Let's help it.

Another subject: Revision of NAA By-Laws and Constitution. A complete revisal is now being made by Mrs. A. L. Darby, 6435 Wornall Terrace, Kansas City, Mo. Mrs. Darby is a registered Parliamentarian, Past President of Kansas City unit of National Parliamentarians, Past President of the Dr. Logan Research Unit, Past President of the Missouri State Association of National Parliamentarians, Vice-President of Missouri State, Past President Unit of National Parliamentarians and has taught Parliamentary Law at Rockhurst College for more than 10 years and is now teaching an advanced class in Parliamentary Law at the college. This final draft will come before the Board and then you, the auctioneer, at the 1967 Convention.

IN UNITY THERE IS STRENGTH

Another subject: Incorporation of NAA is now in progress.

Same old subject but never an old idea—have you gotten a new member this year—if you have, then get another one for the member that did not.

Feel free to call upon any officer or director for what may be your needs to help yourself as an auctioneer or/and your profession. If they can be of service they will.

B. L. Wooley

The Company We Keep

Some companies get new customers rapidly but fail to retain them. Others grow at a slower pace but their new patrons keep coming back for more. Given a choice, most of us would rather be affiliated with the second company than the first.

The same is true of associations. Some are more effective than others in beating the bushes for prospects and persuading them to sign on the dotted line. But the old rule of “easy come, easy go” so often applies. It’s possible to expend so much energy and enthusiasm on expanding a group that other activities suffer. One of the best ways to kill any organization is to over-concentrate on membership promotion and related projects while tapering off on services that existing members need.

One of the big differences between adding members and keeping them is that a small committee can normally do the first—but the second is everybody’s job. How *you* treat a new member when you meet him may cause him to remain in the organization—or else to lose interest and eventually drop out.

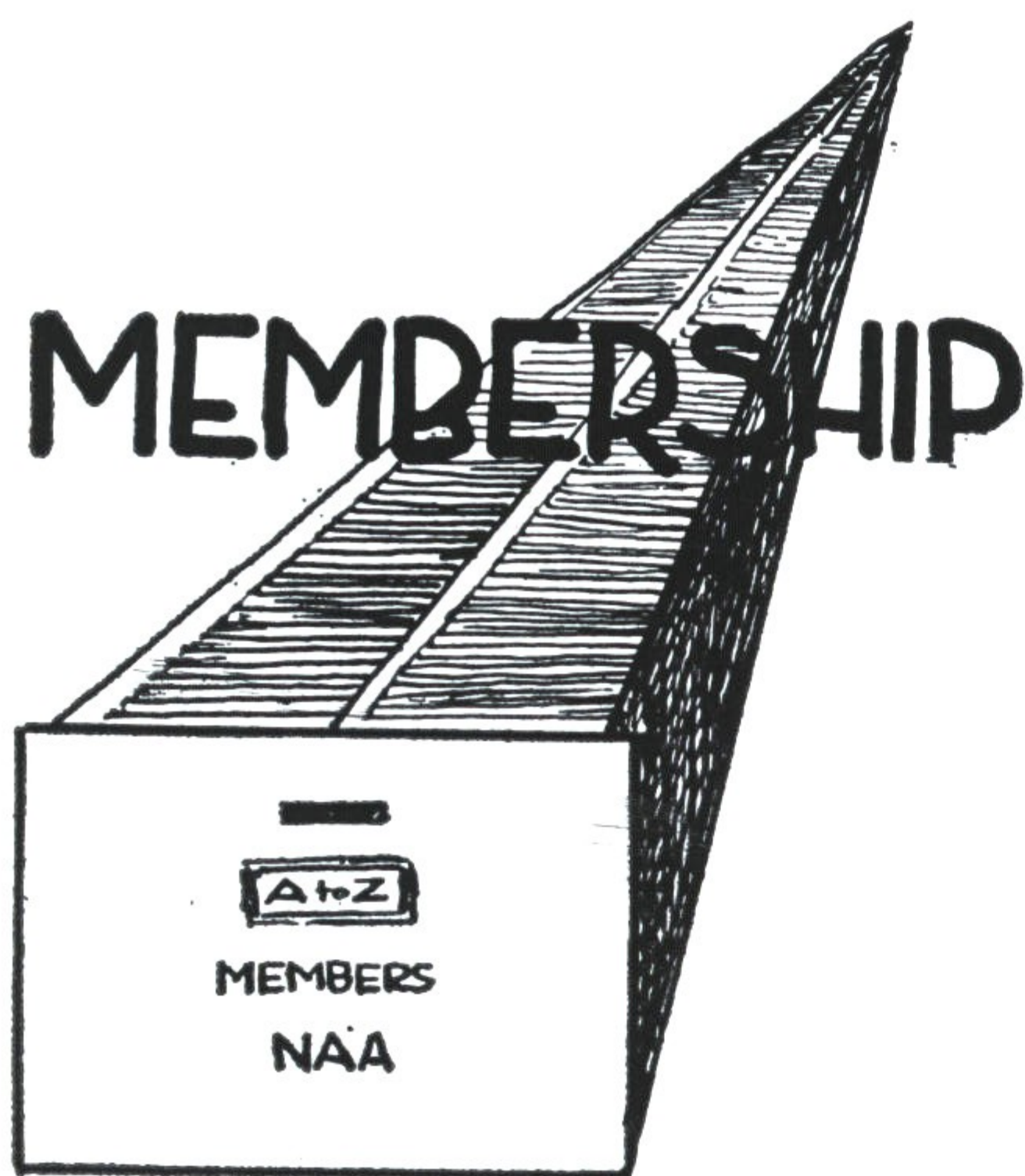
Don’t abandon this responsibility to officers and directors. How a newcomer reacts to them is important, naturally, but contacts between a new member and the “brass” are apt to be limited and a bit hurried. It’s the men who sit near him at meetings, or around the same table at luncheon or dinner, who really make up the association in his mind.

Conventions and conferences are vital in building new membership, because prospects can attend and get an inside look. They can size up the organization in terms of benefits to be gained from participation. But it also exposes them to the hazard of indifference on the part of other registrants.

It takes courage for the new member or prospect to attend, in the first place, as well as good salesmanship by the membership committee in getting him there. How do *you* like to enter a room full of strangers and be strictly on your own amid others who are obviously comrades?

The new member’s first convention is a crucial phase in his affiliation. Take a little time to help him over the hurdles. Identify yourself, then introduce him to others. If his wife came with him, perhaps yours will take her under her wing until she makes friends among the ladies. On thing you can count on: if she goes home happy, the chances are that he will, too.

For all associations, including ours, the wise rule is: *Every member get a member—and every member help to keep him!*



*Membership Processed
Sept. 16 through Oct. 15*

Robert A. Felder, New York
 *Richard W. Hunter, Illinois
 Ronald L. Coffey, Maryland
 W. P. Drake, Illinois
 Edward L. Hopkins, Massachusetts
 Harold J. Gavin, Wisconsin
 Bob L. Jessup, Kansas
 Jesse Scott, Kansas
 L. F. Heidrick, Kansas
 C. A. Cofer, Kansas
 G. R. Burger, Tennessee
 Max Puckett, Tennessee
 *Charles F. LeDuke, Tennessee
 *Ben N. LeDuke, Tennessee
 Foy Kneisel, Wisconsin
 Andrew Jesse, Wisconsin
 C. M. Sturgul, Wisconsin
 *Joseph Pereira, West Indies
 *Jack Breen, New York
 *G. T. Collisi, Ohio
 Charles Stemkowski, Ohio
 John Kireta, Ohio
 Harold Stilson, Florida
 R. A. Thiel, Wisconsin
 Edwin Schmidt, Illinois
 *George L. Johnson, Indiana
 E. P. Duren, Idaho
 Dean George, Wisconsin
 *Harry E. Griffin, Oklahoma
 Jack D. Sheets, Kansas
 Emerson Lehman, Indiana
 Rita F. Gibbons, Massachusetts
 H. H. Chambers, Virginia

*Robert Jacobson, Michigan
 *John Barnes, Texas
 *John Z. Carner, Missouri
 Jack McVicker, Kansas
 Walter Nowatske, Wisconsin
 Dean V. Kruse, Indiana
 Joseph Showers, Indiana
 George A. Warren, Kansas
 *Arlin E. Wright, Ohio
 Argel McDowell, Indiana
 Lee Clingan, Indiana
 Emil Iwanski, Illinois
 *Cleo L. Johnson, West Virginia
 William S. Day, New Jersey
 John L. Meyer, Michigan
 Lester L. Johnson, Michigan
 Sidney P. Hough, Florida
 L. M. Sweet, Florida
 Eugene R. Smith, Kansas
 Charles B. Middleton, California
 Carl G. Deuble, Sr., New York
 Joseph F. Sedmera, Florida
 Harvey C. Iverson, Idaho
 *Drexel V. Dungy, Iowa
 Ford Good, Ohio
 Gordon Clingan, Illinois
 Sylvester Schuacher, Illinois
 George W. Cravens, Illinois
 Wayne B. Dow, Maine
 Michael Coolidge, Jr., Montana
 Arnold D. Wilson, Ohio
 John Cleator, California
 Bernard Bartikowsky, Pennsylvania
 Roland W. Bast, Wisconsin
 Paul Bastin, West Virginia
 Anton Kuhle, South Dakota
 G. K. Wagner, Pennsylvania
 *Floyd R. Nasby, Alberta
 *Steve Koltuniak, Connecticut
 *Ellis Honeycutt, North Carolina
 James F. Bennett, Georgia
 Thomas E. Hays, Jr., Ontario
 H. Willard Arnaman, Missouri
 Robert Kiko, Ohio
 Frank Van Veghel, Wisconsin
 Peter Van Veghel, Wisconsin
 *S. A. Harshbarger, Texas
 *James E. McGlamery, Tennessee
 *Herbert A. Vaughn, Tennessee
 Leroy H. Jones, Wisconsin
 Don Kambol, Indiana
 Marley Neal, Indiana
 W. R. Cox, Virginia
 *W. A. Wilson, North Carolina
 *Anton Buschjost, Missouri
 Bernard Jellema, Florida

Don Doris, California
Vern V. Squires, Illinois
C. W. "Pete" Slater, Illinois
Earl T. Shine, Connecticut
J. L. Henderson, Mississippi
Gordon Hannagan, Illinois
John M. Miller, Maryland
Thomas K. Carpenter, Minnesota (Life)

W. J. Kirkpatrick, South Dakota
John S. Shelley, Ohio
John W. Reilly, Wisconsin
Edward F. Belcher, Michigan
Si Williams, Washington
*Arthur Houston, Jr., California
(*Indicates a New Member).

Veteran Auctioneer Tells Experiences And Changes

(Reprinted from the TIMES-ADVERTISER, Trenton, N. J.)
By DORIS POWELL, Staff Writer

BURLINGTON, N.J. — "When I was a kid I was so shy they couldn't even get me to say a piece in front of the Sunday School."

That's when he was a kid. Today it's impossible to keep Watson VanSciver quiet in front of a crowd — has been ever since he got over his stage fright and decided to become an auctioneer.

Auctioneering, he admits, is a lot different than saying a piece in front of a crowd. It's spirited selling, really, and he's been doing that since he was a boy of 13. "My father was a fruit and vegetable farmer, same as me but he never liked to drive the produce in to the market. So, as soon as I was old enough, he sent me into Burlington with a horse and wagon — and I always got rid of all the beets and whatever else we were growing. There were a lot of hucksters scattered around then. The auction stretched from the wharf down to Broad Street in Burlington."

Later, when he was 15 and able to handle a team of horses VanSciver hauled produce to Trenton. "The market was at Broad and Front Street," he recalled, "and I can still remember some of the names of the buyers — Dilatush, Hulse, Hartman and Ivans."

VanSciver bought his own 24-acre farm on the Columbus - Burlington Road in 1922. Then after his father's death he farmed the nearby 47-acre family farm for his mother until they sold the property in 1935.

Things went pretty well until the early thirties. "It was during the depression and I got so poor I had to do something," he laughed. "I'd gone to sales with my father as a kid and I'd always thought I'd like to be an auctioneer but I couldn't get my nerve up to go ask a farmer if I could sell his goods — I was afraid I might not get enough money to satisfy him."

VanSciver was still farming when he started his own weekly sale in part of a rented foundry in Burlington. Every Saturday he'd take a group of gathered goods to the sale in a wagon and come home a couple dollars richer. "It certainly wasn't a big moneymaking deal," the jovial 77-year-old laughed. "But it was a start."

In 1942 he went to work in Bristol at a "combination horse and junk" auction that was held every other Saturday from March to October. Later he sold eggs, chickens, hogs and furniture at a Wednesday auction in New Egypt.

After working as an extra auctioneer at the Beverly produce auction for seven years, VanSciver decided to retire. That was eight years ago. He might have slowed down a little, but he certainly hasn't "retired." He still has about 30 to 40 sales a year. Sometimes consigners bring their goods to his farm, which has dwindled to three acres. For estates, VanSciver travels to the vacated house to conduct the sale.

And a large group of individuals who've

got the auction bug follow him to every sale. Like the Pied Piper, he makes the crowds happy. Those in the crowd, newcomers and staples, take to him instantly. He interjects bits of his earthy homespun humor, and he's as fast on the draw at recognizing a bid as a fast-shooter with a gun. Over the years he's gotten to recognize unusual gestures that mean a bid, especially those of the "regulars." "Some nod, some wink, some wave — you just have to be on the watch for them." His "chant," he says, is not auction school stuff with a lot of filler words. It's just fast."

The sales at this farm are often like an old-fashioned church social. Country cousins talk about their kids and the city folks enjoy the smell of the fresh, clean air and the shade of the giant maples that encircle the yard. Lunch is usually sold by the Women's Guild of the Florence Episcopal Church.

When VanSciver first started auctioneering most of his sales were households and farm equipment. "Today, there aren't any farms left," he said, "and most of our sales are estates."

VanSciver does "95 percent" of the work himself — from going in and giving the owner or executor an estimate on the goods to rounding up the smaller items and planning the sale routine. A daughter, Elizabeth, who is a secretary, acts as his cashier for the sales and he calls in a couple of extra to do the clerking and help with the moving. When his wife was in better health she helped with the clerking too. Another married daughter is a school teacher.

The largest estate he ever sold totaled \$30,000 — "a lot of money to be laying around on a Saturday afternoon" —and the most expensive single item he ever sold was a Queene Anne highboy that went for \$1350.

VanSciver is a past president of the State Society of Auctioneers, a group that has been in existence for the past 18 years. They get together every two months to discuss ways of improving the auction business. For the last ten years VanSciver and his wife have been attending conventions of the National

Association of Auctioneers and they've driven to all of them — Illinois, Iowa, Nebraska, Colorado, Kentucky, Washington State and Ohio. This year it was nearby in Philadelphia.

VanSciver may be the Granddaddy of all the auctioneers attending, but he is as quick and sharp as a man 20 years younger. Next month he'll be 78. How does he account for such good health? "Maybe I behaved myself," he grinned, his embracing smile almost forcing his blue eyes shut.

And he added under his breath, "It was hard as hell."

Guernsey Auction Is Best Since 1960

On August 12, the Woodacres registered Guernsey herd, owned by A. W. Hobler and managed by M. B. Sowerby, was dispersed at the farm near Princeton, N.J. The sale included all salable cattle, except cows over 10 years of age and heifers born after January 1, 1965. There were 87 head sold for a total of \$102,965, or an average of \$1,183. This is the highest average for a Guernsey dispersal since 1960.

The top price paid was \$18,500, the final bid for Western Glow Fond Gay Duchess, Excellent, 7-year-old cow that was All American 4-year-old in 1963, All American aged cow in 1964, and Reserve All American aged cow in 1965. She sold to James C. Walker, Stoneville, Miss., with Henry Venier, LaFayette, N.Y., contender. This is the highest price paid for a Guernsey female at public auction since 1953 when Pine Manor Courtesy sold for \$20,000 in the Fairlawn dispersal.

Second high was Western Glow Fond Babett, Excellent, also a 7-year-old cow that was All American 2-year-old in 1962 and All American 4-year-old in 1964. She sold for \$5,000 to Franchester Farms, Inc., West Salem, Ohio.

There were 32 animals that sold for \$1,000 or more, with 43 buyers from 13 states and Canada.

THE LADIES AUXILIARY

Dear Ladies,

Sorry all of you couldn't have participated in the excellent convention in Philadelphia. It was carefully planned and offered a well-rounded program for both young and old. The Pennsylvania ladies are certainly to be congratulated for the activities of the Ladies Auxiliary. It took much work and cooperation to have everything run so smoothly, and we thank you.

Dick, Lindy and I went on to New York City and Washington D. C. before heading back to Kansas. I think we covered everything that tourists are supposed to do. It was fun.

We're already looking forward to next year's convention in Chicago. It's great to renew old friendships and we're always eager to get acquainted with more of you.

Virginia Brew
Mt. Hope, Kansas

Gettysburg Painting In Kilgallen Sale

A six by eight-foot painting of the battle of Gettysburg, which belonged to the late Dorothy Kilgallen, will be auctioned on behalf of her estate by the Parke-Bernet Galleries on Thursday, November 17. Painted by August Wenderoth in 1868 and signed by him, the canvas hung in the study of Miss Kilgallen's Manhattan town house.

In the painting, Union General George Meade, with other officers including General Hancock, observes the climactic battle from a rise. In the foreground, wounded prisoners lie near a horse-drawn ambulance. Confederate prisoners are being brought onto the scene from the battlefield, which can be seen on the left side of the painting.

Other property from the estate will also be sold at Parke-Bernet this fall.

All men are self-made, but only the successful will admit it.

A FABLE

Once upon a time there was an ant who worked hard all day in the fields. It was summer and the ant was busy cutting grass and dragging it home. The ant had a grasshopper as a neighbor. The grasshopper lived on welfare and sat in his doorway singing all day. When winter came, the ant had a whole bale of grass. But the ant had violated the Federal Farm Law for over - harvesting grass. He was fined \$162.50 and the surplus was seized. The grasshopper received the surplus in exchange for his food stamps.

"There's something feminine about a tree! It does a strip tease in the fall, goes with bare limbs all winter, and gets a new outfit every spring, and lives off saps all summer.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1966-1967

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IN UNITY THERE IS STRENGTH

DEPEND ON LOGIC, NOT LUCK

The Small Business Administration suggests taking these logical steps when making a business decision:

1. State the problem. 2. Determine goals and objectives. 3. Select and analyze the factors which have a bearing

on your goals and objectives. 4. List the possible solutions or courses of action. 5. After comparing these possibilities, choose the most logical one. 6. Determine the specifics to fulfill the choice you made.

THE Superior SCHOOL OF AUCTIONEERING
JULY 1966

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Food For Thought

BY COL. POP HESS

November is here, the month in which we get things in order for winter. We get back in order what is left from Halloween pranks, go to the polls and vote and wind up the month eating our Thanksgiving turkey. It is the month we also can estimate our profits or losses, figure how much we can spend for Christmas and look forward to the notice we will receive from Uncle Sam.

While we have many ideas and sometimes doubts and objections to express, we as a people who live in our U.S.A. are far more fortunate than many we hear of and read about.

We, here in Ohio, have had a good grain crop with both feed and livestock plentiful. Our farmers are going into the winter well stocked with feed and the feedlots will be well filled. It looks as of now that 1967 will see a plentiful market for the food produced by our farmers and the price they will receive is the \$64.00 question.

Expenses of production are at an all time high and the consumer faces a high buyer market. The stock market has been like a race horse I once owned an interest in, very jumpy and often late getting to the wire for a pay off.

We in Ohio have been much disturbed about our traffic deaths on the highways. It looks as those who drive read the estimates of traffic deaths and then try to beat them as we have been running from 20 to 30 deaths per weekend and quite a few on the week days between.

We have listened to all kinds of suggestions on highway safety — seat belts, driver's education, making the cars safer and what have you. However, our auto manufacturers came out with more horsepower, more speed and bigger bumpers so they could hit harder. Our

daily newspaper has from two to three columns in fine print of the daily arrests for speeding and other traffic violations, yet day by day the pace continues.

Now I know some one will want to shoot me for this remark but I have been shot at before. My personal thinking toward curing a lot of this present trouble is for the auto manufacturers to cut back the horsepower in place of increasing it. A car going down the road at 60 miles an hour is traveling a mile a minute. My suggestion would be that all autos, excepting emergency vehicles, be built so that when the driver presses the gas past 60 miles an hour the car will run out of power.

Just recently I took notice of a teenager passing everyone on the highway, beating the tar out of his car. My thought was that someone must be dying and he was rushing for aid. But I saw the car on the same highway at a cross roads, parked beside a pop stand with the driver leaning against his hot car, draining a bottle of pop into his body. That boy sure must have been dry.

The affair reminded me of back in the early days when automobiles were few and the horse and buggy was plentiful. A nice country village near my home area at that time had been plagued with a few autos driving too fast through the town. To slow it down, on the entrance of the village they stretched a big sign across the street, reading, "CAUTION — SPEED LIMIT 25 MILES PER HOUR. Old Uncle John Doe and his son came into town with a team hitched to a light wagon. Old Johnnie could not read so well and he said, "Son, what does that sign say?" The son replied, "Speed Limit, 25 miles per

IN UNITY THERE IS STRENGTH

hour." Old Johnnie grabbed the whip and said, "Hold your hat son, we'll try and make it!" Results were less than 25 miles an hour and the town mayor fined him \$10.00 and costs for trying.

Now we read where they get caught driving 80 to 100 miles per hour and get fined \$25.00 and costs, often suspending the fine so the offenders will have a few nickels to buy more gasoline so they can do it again.

By now you are wondering why auctioneers must read this kind of stuff in an auctioneer publication. My thought is our busy auctioneers all drive automobiles as did the writer, who between the years of 1920 and 1940 drove enough miles to take him three times around the world. I seldom drove over 60 miles per hour with few delays and no serious accidents. This is about the only publication that would put these remarks in readable lines.

Your writer was pleased to note our day so I will say to Col. Art, "It is on the cover page of the October issue. The picture was taken on his 80th Birthday so I will say to Col. Art, "It is when you pass 80 years that you start getting old." When I made that remark to Jack Halsey a few years ago he evidently was counting back in years and no one seems to know his exact age but he is going strong.

I was also interested in our editor's article on the topic, "Are You Ready?" This writer has pondered much over the same question and would be interested in having some word from the boys out over the land and would appreciate comments on a home office for the NAA and a landmark for the auctioneer and auction selling.

In the fall season most of our auctioneers are busy and my mail from them has been light. It is pleasing to note the many state organizations and word of other states getting ready to organize. As I have often stated in this column, these state associations are strong spokes in the wheel with the NAA as the hub. It takes plenty of grease for this wheel to revolve properly on the spindle and if no grease there is plenty of squeak. Sometimes we hear some loud squeaks but that is not the

fault of the spindle, it just happens to be thin, un-greasable oil that came on the market.

As I look back over the letters received they have been of unspeakable oil for the most part. Once in a while one comes in that is contaminated but a wheel with 34 spokes is bound to pick up some squeaks that will try to decay the hub.

Many auctioneers and auction sale friends have written in, asking how I like my new home and if I miss Mulberry Hill, Delaware, etc. Well, I do miss the hill and many friends in the Delaware area, however, the world turns for improvement and progress. Many things and locations of today and yesterday are changing fast for tomorrow and years to come.

In our home here at 401 Ontario Ave., Bellefontaine, Ohio, it is pleasant, we are in a nice new section of this county seat town. Traffic out this way is quite light and the homes are comfortable, the people are those who like to have a home and live in it.

Some who have tried to drive and see us have gotten lost and given up, yet many have succeeded. All you have to do to find us and our home is to have someone direct you to the Logan County Fairgrounds (south section of town). Our home is just about two blocks south of the fairgrounds. Come and see us, the latchstring is always out and you are welcome.

We are not like the fellow who tried to tell us where he lived. He said he lived on "Tough" street and the farther down the street you went the tougher it got and he said he lived in the last house. Another time, I was down in Kentucky, and tried to drive through their knotted hill country. In doing so I finally got lost and asked a young man for help. I asked this man what road I was on, what town did it lead to, where could I strike a numbered highway, and his answer to every question was, "I don't know." I finally got mad and told him he didn't know much and he smiled and said, "I know I'm not lost."

My suggestion for the improvement of this publication and more interest in

each state auctioneers association is for each of them to appoint a reporter to see that they have a short column in each issue pertaining to their state. They could write news of their association and tell of some recent auctions in general.

As "IN UNITY THERE IS STRENGTH" in news items you would be adding to that unity through additional interest in your own respective states.

Thanks for reading and I am always glad to hear from you. I wear bullet proof pants at all times, reinforced in the rear, so fire away.

Look upon the day-star moving,
Life and time are worth improving.
Seize the moments while they stay.

Seize and use them

Lest you lose them

And lament the wasted day.

—Inscription on an old sun dial.

Col. E. E. McClure Dies At Age 83

Col. Edward M. McClure, 83, of St. Joseph, Mo., probably the most widely known early-day automobile and horse auctioneer in the nation, died July 13 at St. Joseph, Mo., where he lived since 1923.

Col. McClure started his career in 1907 and is reported to have sold more horses at auction than any other person. He conducted more than 5,000 horse sales, spending 28 years at the Kansas City markets and 23 years at St. Louis. His sales include the International Livestock Show, and the American Royal. He was circuit clerk of DeKalb County, Mo., for 8 years.

He was very active in the Presbyterian church and a number of Masonic organizations.

Taxes are like golf. You drive hard for the green and end up in hole.



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IN UNITY THERE IS STRENGTH



Western College Of Auctioneering

On the opposite page are members of the September, 1966, Class at Western College of Auctioneering, Billings, Montana.

Left to right, kneeling, are: Instructors, Mike Coolidge, Billings, Mont.; Jim Messersmith, Jerome, Ida.; Jack Ellis, Lavina, Mont.; W. J. Hagen, Bob Thomas, and Gene Gabel, Billings.

Second row: Otto Streberg, Camrose, Alta., guest instructor; Delma Webb, Pine Bluff, Ark.; Jack Westcott, Glade Park, Colo.; Charles Neff, Hagerman, N. Mex.; Glen Bohlander, Pico Rivera, Calif.; Ivan Cole, Tjeries, N. Mex.; Wilmer Pfannchuch, Pelican Rapids, Minn.; refresher student.

Third row: John Stockard, Albuquerque, N. Mex.; Sam Sacco, Buffalo, N. Y.; Tony Lane, Billings, Mont.; Virgil Little, Silver Lake, Ore.; Ervin Cripps, Gentry, Ark.; Charles Harvey, Walla Walla, Wash.

Fourth row: Marley Duclo, Laramie, Wyo.; Alan Black, Casper, Wyo.; Jay Webb, Deseret, Utah; John Hoskins, Norwood, Colo.; Floyd Hustead, Amarillo, Tex.

Back row: Jim Rowland, Melfort, Sask.; Lyle Potter, Norfolk, Nebr.; Whaylan Lester, Albuquerque, N. Mex.; Phillip Reed, Norwood, Colo.; Grant C. Wood, Parker, Colo.; Paul Malone, Farmer, Wash.; Fred Reed, Crawford, Nebr.; and Alan Odden, Lake Preston, S. Dakota.

Marketmen Organize In New Mexico

Albuquerque, New Mexico The New Mexico Livestock Markets Association was organized at a meeting in Albuquerque October 1 with James Fitzsimmons, Las Vegas Livestock Commission, Inc., Las Vegas, elected acting president.

The business trade association of New Mexico's twelve competitive livestock markets, all of which merchandise and

sell livestock by auction, will function to maintain and uphold strict financial and trade practice standards of public responsibility, according to the marketmen present.

C. R. Boucher, markets representative of the Certified Livestock Markets Association, industry trade body of over 800 trade name certified livestock market businesses, was elected temporary executive secretary. Ten New Mexico livestock markets are presently qualified in that trade organization and subscribe to the industry's adopted Code of Business Standards.

Lee S. Garner, director, and Ken White, member, of the New Mexico Cattle Sanitary Board, were instrumental in calling the meeting. White is president of Ranchers & Farmers Livestock Auction Company, Inc., Clovis.

Fitzsimmons announced that the group would meet in November to adopt competitive livestock market qualifications and business standards which it proposed to submit to the New Mexico Cattle Sanitary Board for its consideration in administration of the present state laws.

Last year, the livestock markets of New Mexico sold for the customers in their trade areas nearly one-half million head of cattle at competitive prices exceeding \$50 million dollars. The volume of a majority of the State's same markets this year is running ahead of those totals.

MY FAVORITE AUCTIONEER

Hammer in one hand, mike in the other,

He sells his "product" like no other,
His winning smile and cunning ways
Makes him "tops" in any place.

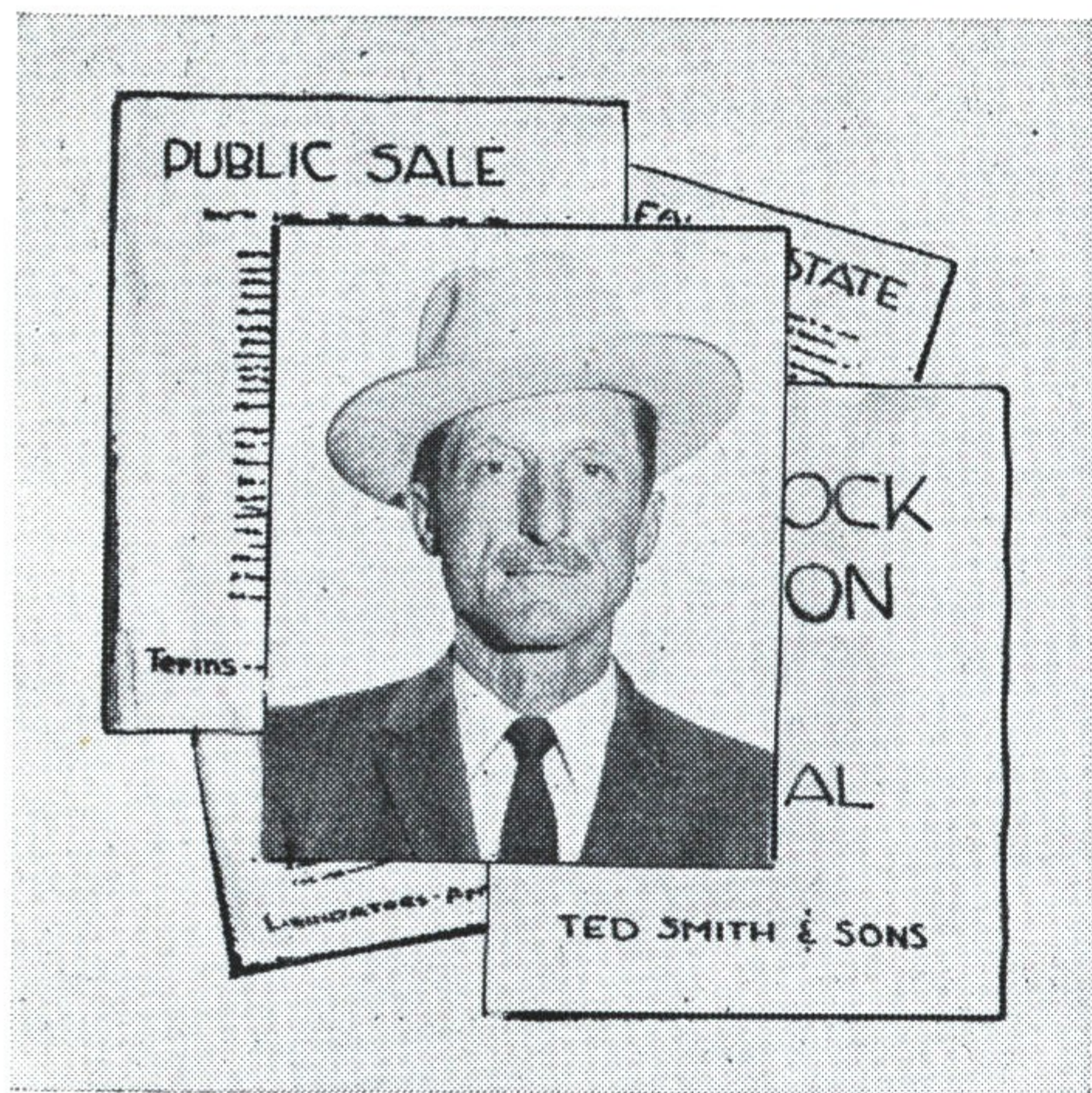
Tries his best to get "top dollar"
So the dealers won't all holler.

But sometimes he gets rather sore
When a dealer says "I need a little more."

His flattery is like rare perfume,
Makes any damsel melt and swoon.
Known as "Bud" to all his friends,
He always tries to make amends.

N. G.

Auction Shorts



Received a letter from J. L. Henderson, President of the Mississippi Auctioneers Association, Gulfport, Miss., in which he referred to an item in "The Auctioneer" where we had sold land at Public Auction.

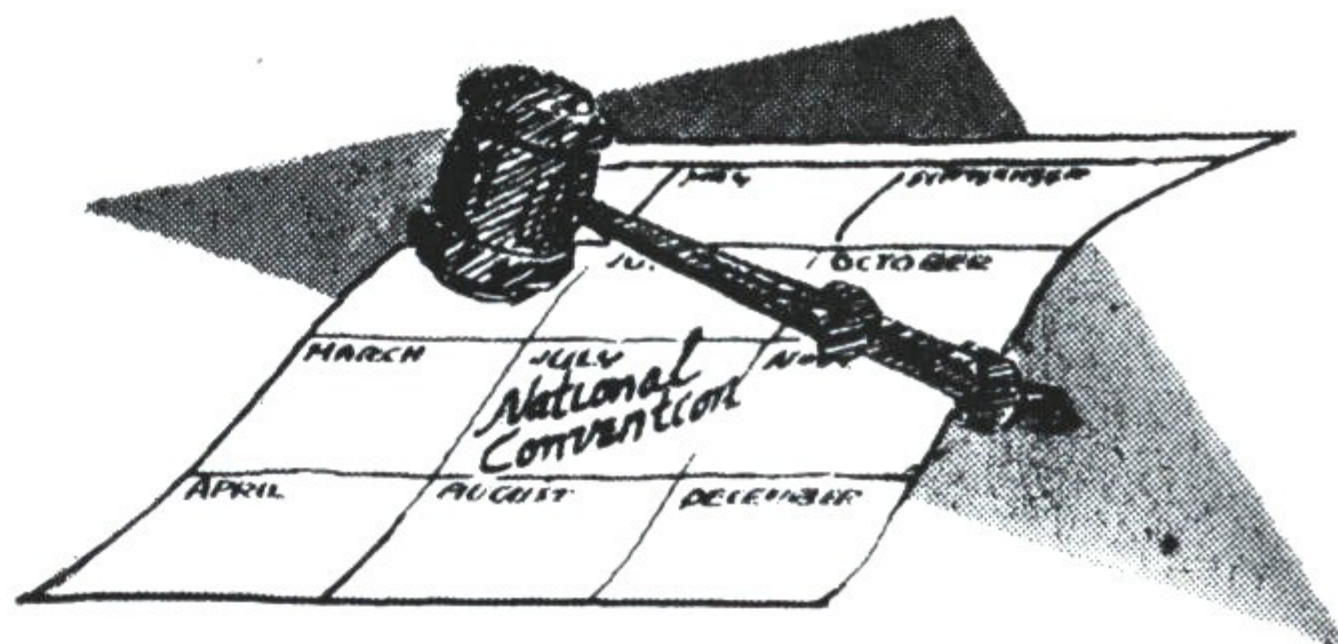
To best convey to you why his reference to the article about selling Real Estate at Auction I am quoting a paragraph from his letter as follows: "There seems to be no one in this area with any experience in real estate auction sales. Can you suggest any book or publication that might be of help to us in learning this business. Thank you for any suggestions." End of quote.

Realizing that there are states, counties, communities and areas where the selling of real estate at public auction is still something to be desired, I am offering the following suggestion:

It seems to me it would be most interesting if some of the Auctioneers who frequently handle or specialize in real estate auctions would tell, through "The Auctioneer" their systems and methods. A description of the auction from soliciting the sale to the closing of the transaction would certainly be educational. Also, comments as to why Real Estate everything that's favorable for good auctions are prevalent in certain areas and unheard of in others would be interesting.

Henry Buss
Columbus, Nebraska

Convention Dates



November 27-28 — Indiana Auctioneers Association, Sheraton - Lincoln Hotel, Indianapolis.

December 4 — Federation of Indiana Auctioneers, Sheraton-Lincoln Hotel, Indianapolis.

December 10 — Florida Auctioneers Association (Organizational Meeting) Cherry Plaza Hotel, Orlando.

January 7-8 — Ohio Auctioneers Association, Nationwide Inn, Columbus.

January 21 — Mississippi Auctioneers Association, Hotel Heidelberg, Jackson.

June 9-10 — South Dakota Auctioneers Association, Holiday Inn, Aberdeen.

July 20-22 — National Auctioneers Association, Pick-Congress Hotel, Chicago, Ill.

Auction Receipts In Southwest Increase

Atlanta, Georgia — The 1965 volume of livestock sold competitively by auction in the Southeast region of six states exceeded 8.2 million head, according to the figures compiled and released by Bruce J. Johnson, markets representative in the area for the Certified Livestock Markets Association.

Tennessee livestock markets lead in the volume of cattle numbers with 1,087,488 head plus 307,529 head of swine and 37,651 head of sheep and lambs.

Georgia markets sold the most swine with 1,321,591 head and 964,138 head of cattle.

In Alabama, the livestock markets sold 1,056,490 head of cattle and calves, 767,834 hogs and pigs, 9,394 sheep and lambs and 9,793 horses and mules.

North Carolina livestock market sales amounted to 469,838 cattle and calves, and 636,264 hogs and pigs.

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In South Carolina, the total count of livestock sold by the markets in that state was 274,360 cattle and calves and 370,141 hogs and pigs.

Total market volume in Florida was 636,046 cattle and calves and 282,879 hogs and pigs.

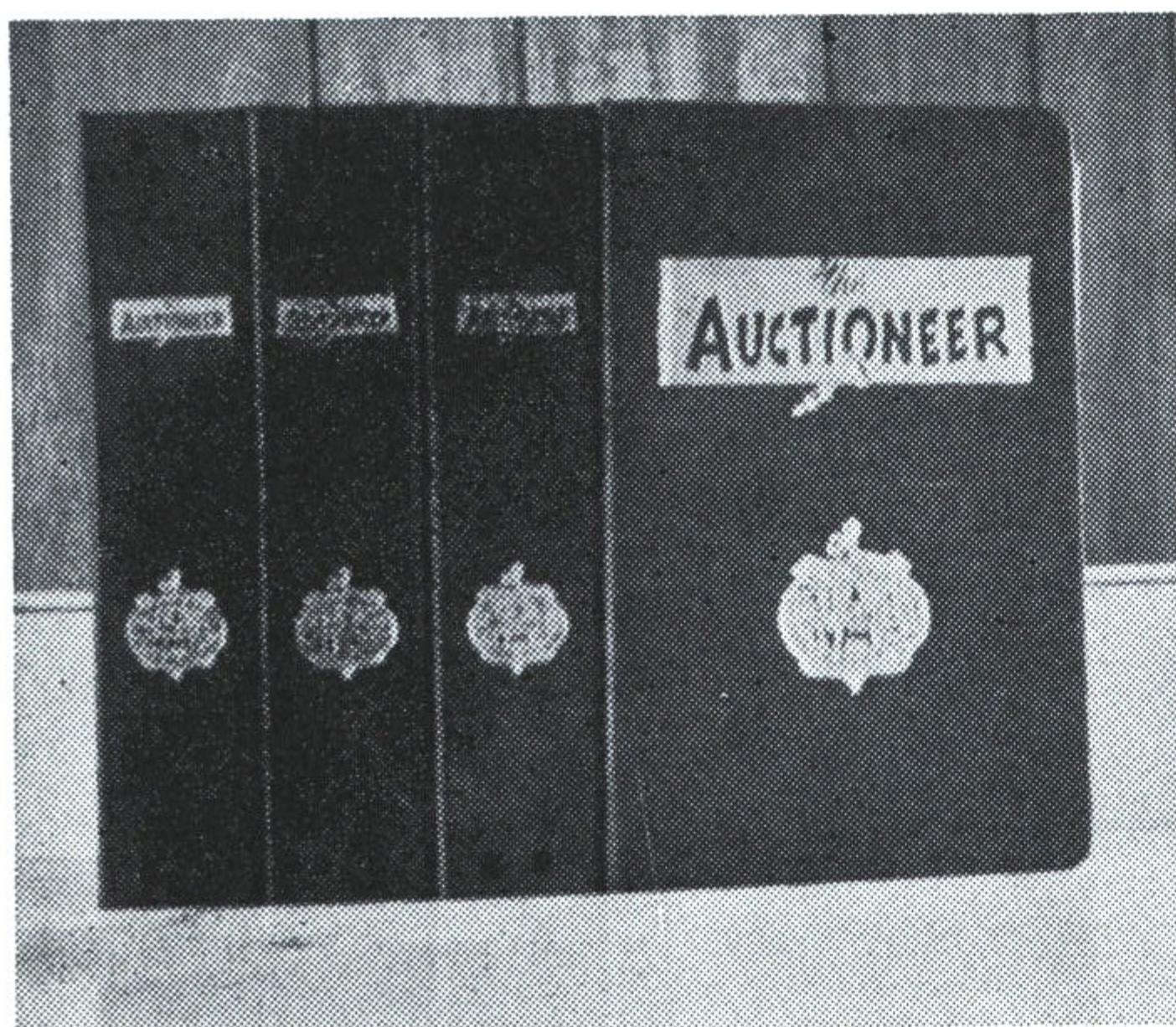
According to Johnson, the volume of livestock being merchandised and sold throughout the six state region in 1966 is running ahead of last year.

FORGIVE ME WHEN I WHINE

"Today upon a bus I saw a lovely maiden with golden hair;
I envied her — she seemed so gay—
And oh, I wished I were so fair.
When suddenly she rose to leave I saw her hobble down the aisle.
She had one foot and wore a crutch
But as she passed, a smile—
Oh, God, forgive me when I whine—
I have two feet — the world is mine.
And when I stopped to buy some sweets
The lad who served me had such

charm;

He seemed to radiate good cheer,
His manner was so kind and warm.
I said, 'It's nice to deal with you, such courtesy I seldom find'.
He turned and said, 'Oh, thank you sir!'
And, then I saw he was blind—
Oh, God, forgive me when I whine—
I have two eyes — the world is mine.
Then, walking down the street I saw a child with eyes of blue.
He stood and watched the others play;
It seemed he knew not what to do.
I stopped a moment, then I said,
'Why don't you join the others, dear?'
He looked ahead without a word—
And then I knew he could not hear—
Oh, God, forgive me when I whine—
I have two ears — the world is mine
With feet to take me where I'd go—
With eyes to see the sunset glow—
With ears to hear what I should know—
I'm blessed indeed — the world is mine.
Oh, God, forgive me when I whine."
—Arthor Unknown.



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A Famous Auctioneer Tells Of His Trade

By Neil M. Clark

(2nd installment)

This is a continuation of the article on Page 18 of the October issue. It is a reprint from AMERICAN HERETAGE magazine of more than 40 years ago and furnished to "The Auctioneer" by Walter Carlson, Trimont, Minn.

"An optimistic buyer, in a pleasant frame of mind, will pay more any day than a grouchy buyer. One of the auctioneer's biggest tasks is to keep everybody happy and good-natured. The lightest trace of ill humor on his part will lose him his crowd; and if you lose your crowd, you're gone. You must steer an even course, at the same time, and be sure that you are kidding in the right way. A little kidding and repartee goes a good deal further than telling funny stories. Unless the story fits in just right, your crowd is likely to wish that you had stuck to your chips. But repartee is rapid-fire, and the crowd likes anything direct and unexpected. I remember once when a calf stepped on a man's foot. 'Frank,' I said, 'is that catalogue wrong? It says that the calf weighs just five hundred pounds—how about it?'"

" 'I'll say it's nearer a thousand,' he growled good-naturedly.

"The ring was muddy and the man was wearing heavy rubber boots that looked as big as steamboats.

" 'Then,' I said, 'would you mind moving your foot and letting the rest of the crowd see that heifer?'"

"But an auctioneer must be on his toes all of the time, and be sure that his repartee is to the point. For if there is one thing you need in a sale, it is action. Sometimes, if the crowd jams in the aisles, I'll ask them politely to step back and let the animals into the ring,

'All except the bow-legged people; they may remain in the aisles.' That invariably moves them back, laughing as they go.

"I always make a point of calling the buyers and sellers by name too. It pleases them to be identified. Suppose I am crying a sale up in Canada, and I see a stockman from Missouri who has come up to look at some animals he thinks he may want. Perhaps he doesn't know a soul in the crowd and feels rather out of it. It doesn't do to let a buyer feel lonely; it's not a good mood for buying. So I spot him, ask about his herd in Missouri, and immediately he feels at home and in a good humor. He's ten times more likely to spend the money he came to spend. A few pleasant words at the right time goes with individuals as well as with crowds. And it's just as easy to say something nice and pleasant as to say something thoughtless or sarcastic, just to get a laugh.

"At a show I like to go 'round and meet the exhibitors, most of whom I know. I always make it a point to know just how they fared with their entries in the exhibition ring. If a man takes first, second, or third place, I mention it. But if he didn't get a place, he doesn't want to be reminded of it, so I don't say anything to him about his entries. People always like to discuss their success; but you can make many a fine enemy by insisting on sympathizing over failures

"The auctioneer's state of health is very important. I take mighty good care of mine. Personality, that quality that enables a man to influence another, is a mighty hard thing to put your finger on; but I believe that good health and consequent good spirits is a part of it. If I am not feeling up to the mark,

IN UNITY THERE IS STRENGTH

I never let on. Suppose I go to a town to conduct a sale and the owner meets me at the train. His first question always is:

“ ‘How are you, Fred?’ ”

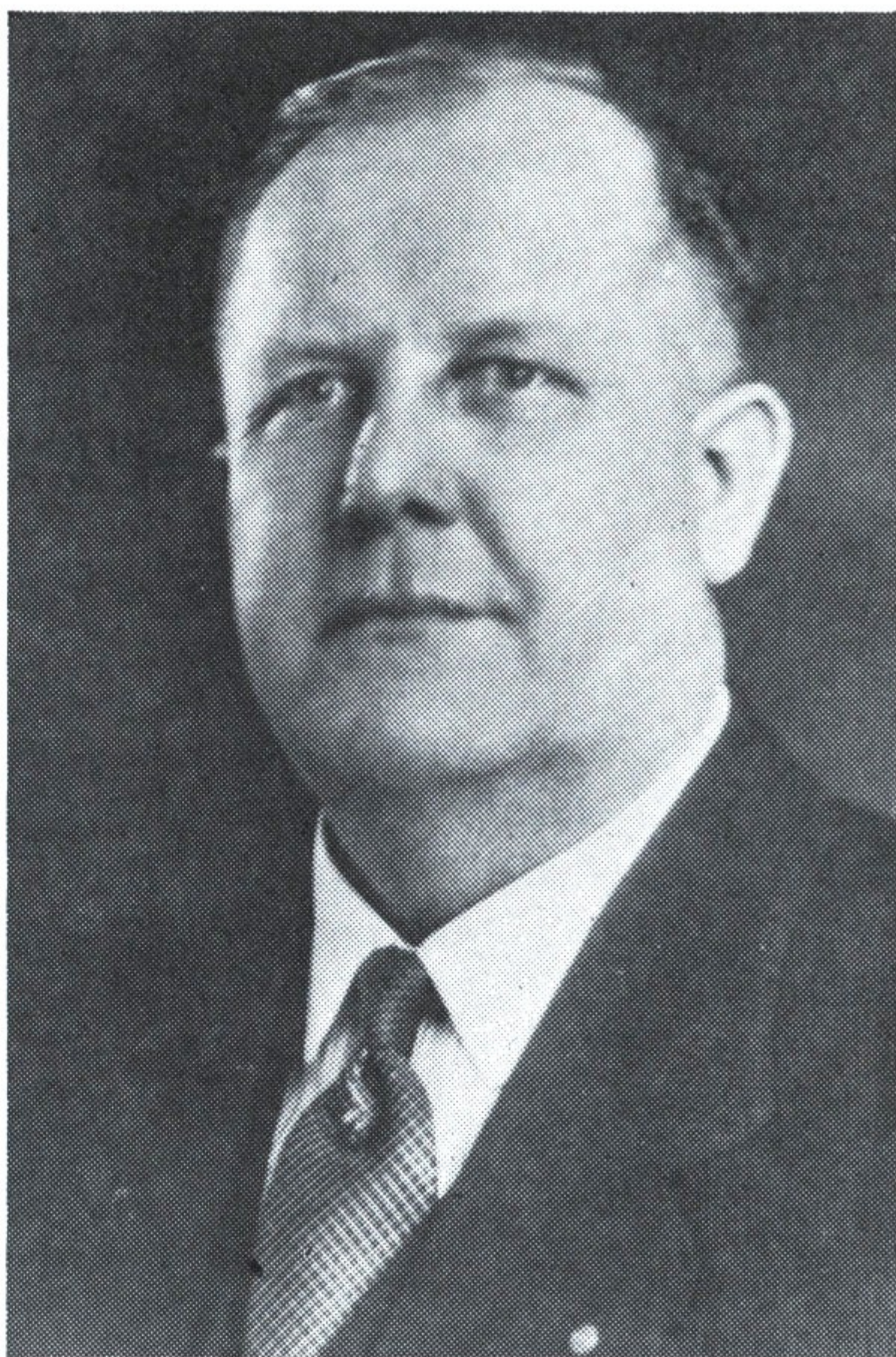
“Put yourself in his place. That sale means thousands of dollars to him. If I tell him I’m not feeling well, or that I didn’t sleep the night before or am off my feed, it is serious for him. ‘Good lord,’ he thinks, ‘Reppert’s sick. The sale will be a fizzle.’ And that means gloom all around.

“So, no matter how I may be feeling, I give him my heartiest shake and a cheerful grin. I keep myself fit. I have no use for liquor or tobacco. I try to be in bed as early as eight-thirty or nine. I get up at daylight, winter or summer. I am at my office before most people are out of bed. Before nine o’clock, I’ve about finished my day’s work there, because I take advantage of the time of day when the brain is working the fastest.

“One of my favorite mottoes is ‘Get up when you wake up and wake up when you get up.’ The moment I wake I put my feet to the floor and ‘snap into it.’ You get a momentum that way that carries you through the day. And I take a lot of exercise, too; I walk as much as possible and I never neglect my setting-up exercises. I believe in working hard while I’m working; but I play in the same way. When I lock up my desk at two o’clock, I lock up my business cares and forget them. Next day I bring a fresh, clear mind to the problem, and usually find that it has settled itself in the interim.

“The auctioneer, you know, cannot be a trailer—he has to lead his buyers. And so he must be ready at any time for any emergency. You often need momentum to carry you along at an auction. Sometimes, when the prices are coming slowly, I stop short and say: ‘Listen. We’ve been working pretty steadily here—let’s stop and take a rest for a minute. Get up and stretch your legs. The bid rests at five hundred and fifty.’ ”

“When we get back to the bidding, I start in at four hundred and fifty. The man who had the last bid thinks I’ve



Col. Fred Reppert
1877 - 1946

forgotten him. I haven’t. But I want momentum, and I get it by swinging up the bids to five hundred and fifty again, and by that time we’re going strong. Usually it carries up the price.

“At a sale, you bring your tops on first, the animals for which you expect to get the best prices. If you try the other way around and bring on the low bids first, it sets a low standard, and you find it hard to get a thousand dollars, say, for an animal that should bring even more. But trot out your top attraction first and knock him down for fifteen hundred, and when the lower grade comes along the buyers remember the first sale, and consider the second bidding as dirt cheap.

“I always use suspense to get speed, too. Once you let bids drag, it’s hard to get even fair price. If the bidding is brisk, the buyers get the impression of a sharp demand. They think maybe they won’t get what they want unless they get busy—so they get busy.

“Everything depends on being confident and showing it. Confidence begets confidence. Sometimes, even though you do not feel as confident as you

might like about a situation, you can look confident.

"Moreover, an auctioneer has to play on every quirk in human nature that may bring the bids he wants. If he cannot do this, he won't be much good in the business. He must encourage competition where it isn't keen, and direct it where it is keen. He has to make some quick decisions — and stick to 'em when he has made them.

"I remember in Missouri one time, a tornado completely ruined the sale pavilion about an hour before the sale. We hustled together some temporary seats in a shed and held the sale on schedule. I never postpone a sale that can possibly be held, even if I would have to hire an airplane to get there. Once, when I had chartered a special train to make connections to reach a sale at Jackson, Mississippi, the porter was very curious to know just what the train had cost. I didn't care particularly to dwell on the price, for the sale brought me only one hundred and twenty-five; but I told him, 'Four hundred and twenty-three dollars'

"He almost dropped the bag he was carrying.

" 'Gosh, boss,' he exclaimed in awe, 'I'd sure stayed at the other end'

"One of my most interesting sales was held at Ed Baxter's place Pawnee, Illinois. Uncle Ed, as everybody calls him, was selling a champion Duroc hog, Buddy K the Fourth, and we believed that there was a chance to hang up a new world's record price, for several buyers wanted him badly enough to pay well for him. In fact, two sets of farmer syndicates had been formed to get him. Also, the McNeil Brothers, a pair of as good fellows and good sports as you find anywhere, wanted him. And a man named Kreshel, who had originally bred the hog and later sold him to Uncle Ed, wanted to buy him back.

"When the hogs were brought in, bids came fast. Even at a record price, the Duroc was reckoned a good buy, not only for his actual worth, but also for his advertising value, and the bidders were all in dead earnest. In addition, Kreshel had a sentimental interest in

wanting him back. The excitement grew keener and keener until the bid rested at forty-nine hundred dollars.

"Then Kreshel rose. He was on the top tier of seats surrounding the ring, and every eye turned on him as he shouted, 'I'll give five thousand dollars, and I've got the cash right here to pay it'

"Everybody cheered. It looked as if the sale was over. I began a neat little speech preparatory to closing the sale, remarking how fitting it was that this magnificent hog, Buddy K the Fourth, should return to his original owner as the world's champion, brought back at a world's record price — when I noticed Hugh McNeil's hand, signaling a raise. I hurriedly changed the ending of my speech:

" 'But,' I added, 'pleasant as that thought is, we'll postpone considering it for a moment, for I am now bid five thousand and twenty-five dollars.'

"There was a dead silence for a moment and then Kreshel wound up the climax with another shout:

" 'I wouldn't give another cent for him,' he yelled, 'not another cent'

"So Buddy K the Fourth went to the McNeil Brothers."

Reppert's biggest day as an auctioneer netted him fifty-two hundred and fifty dollars for the afternoon's work. Not a bad pay check for a day. Let him tell it:

"It was the middle of February and bitter cold, twenty below and lower. We were going up on the train from Sioux Falls to hold a sale for Larry Pinard, near Wessington Springs, South Dakota. About twenty-five buyers were aboard the train, as well as myself.

"When we got as far as the railroad took us, we were still three miles from our destination; but no vehicle could get through, for there had been a tremendous fall of snow. The buyers were all for taking the next train back, and if they had gone there would have been no sale that day. Now, I had to think about keeping myself in good physical condition and good voice; but I knew that the sale ought not to be postponed.

IN UNITY THERE IS STRENGTH

Larry Pinard had just sold his prize bull, Richard Fairfax, at private sale for a record price of fifty thousand dollars, and the animals to be sold at auction were products of that sire. The time to get good prices for them was then, while the news of the price Richard Fairfax had brought was fresh.

"So I buttoned up my overcoat.

" 'Come on, you fellows' I said, 'you aren't going to let a little weather beat you, are you? Think of Larry Pinard. He's spent thousands of dollars advertising this sale and getting ready for it. If it's called off, he'll lose all that money, and, besides, you can't make any of the money that you expected to by buying this stock.'

"By a mixture of jolly and argument I got them to go with me. We waded through snow waist deep on the level, and neck deep in drifts, in the bitter cold, and finally got to Larry Pinard's. The buyers who came with me were the only ones who showed up. But with this handful, we held an extraordinary sale. We sold forty-five animals at an average price of two thousand dollars a head.

"One lot of seven heifers was put up in a bunch, the successful bidder to take one or as many as he chose at a rate of the bid price. I worked these seven up to eleven hundred and twenty-five dollars; that is, that was the price bid for one animal, with the privilege to the bidder of taking as many of the seven as he chose at the same price. I knew I could work the bid still higher, but if I did so, it would probably result in selling just one or two of the top heifers out of the seven. I was eager to sell all to one buyer, and finally succeeded in doing so — to Ferguson Brothers, of Camby, Minnesota. I made the sale over Mr. Ferguson's earnest protest; he intimated he didn't want all seven. I practically high-handed him into taking them, for I knew I was doing him a good turn.

"The next spring we were conducting a sale for Ferguson Brothers. Those seven heifers were put up for re-sale. I asked Mr. Ferguson what prices he expected to realize, and he told me he

thought he would be lucky if he got back as much as he paid for them—the ones you wished off on me at Larry Pinard's, he put it—plus the cost of wintering them.

" 'How much do you figure wintering cost you?' I asked.

" 'About a hundred and twenty - five dollars apiece,' he said.

" 'I'll allow you two hundred dollars apiece, and make you a proposition,' I offered. 'The heifers, at the price you paid, plus wintering, at my figure, stand you thirteen hundred and twenty - five dollars apiece. I'll pay you every cent the heifers average less than thirteen hundred and twenty-five dollars, if you'll split fifty-fifty with me on every cent they average above that.'

"He agreed. I laid myself out to make some money. We sold the seven heifers for an average price of more than two thousand dollars.

"When my end of the day's receipts was figured up, they owed me forty-two hundred and fifty dollars.

"That wasn't all. Another man had advertised a sale for the following day, which I was to conduct. His herd was smaller and not so interesting, and many buyers who came for the Ferguson sale would not have waited over a day. He was going to pay me five hundred dollars; but when he saw how successfully the Ferguson cattle were going, he offered to double my fee, making it a thousand dollars if I would sell his cattle immediately after I got through with Ferguson Brothers.

"I did; and took home checks for fifty-two hundred and fifty dollars for the afternoon's work"

Wishing won't make it so, but thinking of yourself as being young can help you stay that way. Researchers at the University of North Carolina found that a person who considers himself young or middle-aged instead of old tends to have better reflexes. He finds it easier to cope with stress and is better adjusted emotionally than his counterpart who "thinks old."

Auction Market Business

Adjusts With The Times

(Reprinted from WESTERN LIVESTOCK REPORTER, Billings, Mont.)
By CLARK E. SCHENKENBERGER

The livestock auction market business is a never-constant, ever-changing force in the livestock industry.

If you stop and think for a moment, you'll find no surprise in that statement.

Like any other business, auction markets must be aware of new demands by the livestock industry and ready to offer new services when required.

As evidence of the need for continued adjustment, consider the many new markets that have been built in the past couple years, or the numerous re-modeling jobs on existing market facilities.

This is not an attempt to list all construction jobs on livestock markets in the Northwest area, but is only a quick search of memory over the past two years. New facilities have been built or are in the process of being built at Torrington, Wyo. Carrington, N. Dak., Sidney, Mont., Kalispell, Mont., Portland, Ore. and Faith, So. Dak.

Re-modeled facilities include Gillette and Riverton, Wyo., Twin Falls, Blackfoot, Shoshone and Jerome, Idaho, Ellensburg and O'hello, Wash., Bowman, N. Dak., Vale and Baker, Ore., Sturgis, Mobridge and McLaughlin, S. Dak., and Gordon and Chadron, Nebr.

In each case, the latest and most convenient of marketing machinery is used and installed. Scales are electronic, pens are easily cleaned, handling of livestock is efficient and safe. and customers and patrons are catered to with air conditioned arenas, attractive lounges and eating facilities and convenient office services.

The day of the poorly lighted, poorly heated sales pavilion with hard board seats, cracks in the walls, dusty pens and a fly be-decked table for coffee and donuts is becoming a thing of the past.

Ownership is changing too. In many cases, markets have changed ownership during the past few years with the result that facilities have been enlarged

and improved. Ownership structure is often changed to include another partner or two, who pour in some additional capital enabling marketing services to be enlarged or increased. Father - son teams have evolved which provide a market with the time - honored experience of the father and the fresh new ideas of the son. Here again the result is better livestock marketing services.

The operation of an auction market isn't an easy life. The hours are often long and erratic. Livestock producers by nature are generally sharp operators and won't stand for any shenanigans. Livestock buyers are also sharp operators who demand a dollar value for dollar spent. The market operator usually finds himself in the middle and blamed for any difficulties that may arise.

A marked factor in auction market operation is the compliance to federal, state, and local regulations. Since markets do not themselves own any of the livestock, but act as agents only between the seller and buyer, rules and regulations are quite strict and surveillance is constant.

But whatever faces the auction market man, he is in a growing business with an ever widening spectrum of activity. During the past few years, many terminal markets have added, or have gone over completely to auction selling.

There are problems associated with such a change, to be sure, but the end justifies the means.

The slogan "there is action in the auction" points out that the consistent top dollar for livestock marketing is obtained through the chant of the auctioneer at your local livestock auction market.

"Not good if detached" applies to association members as well as to bus tickets.

Auction Or Farce?

Following is a reprint from an Indiana Daily Newspaper. Your comments are welcome.

Who says houses are hard to sell?

Sheriff Jim Fisher auctioned one off Thursday in a few minutes, despite the absence of bidders and the presence of a steady roar from some equipment being used to repair the Courthouse.

Fisher was scheduled to sell the house Thursday morning in a sheriff's sale, and an insurance company representative was ready to buy it. But the sheriff, a meticulous man with the law, decided he needed some more bidders to make the sale legal.

That's where Ernest Goodwin, president of the County Council, came in, along with a local reporter. Fisher spotted them at the Courthouse coffee stand and asked if they'd be extras at his auction.

After hustling them off to the east steps of the Courthouse, Fisher read aloud the legal notice of sale while the two new bidders finished their coffee.

Nobody heard anything, because the repair equipment was going at the bottom of the steps.

When it was time for the auction, Goodwin suggested to the reporter that they get together and outbid the insurance company.

He started the bidding at \$2,000. Or, at least it sounded like he said \$2,000.

The reporter suddenly raised it to \$8,000.

"You'll go to jail for that," Goodwin told him.

"I didn't hear that last figure," Fisher said into the noise, and he knocked down the house to the insurance man for a little over \$7,000.

The sighs of relief from all four men could almost be heard above the machinery.

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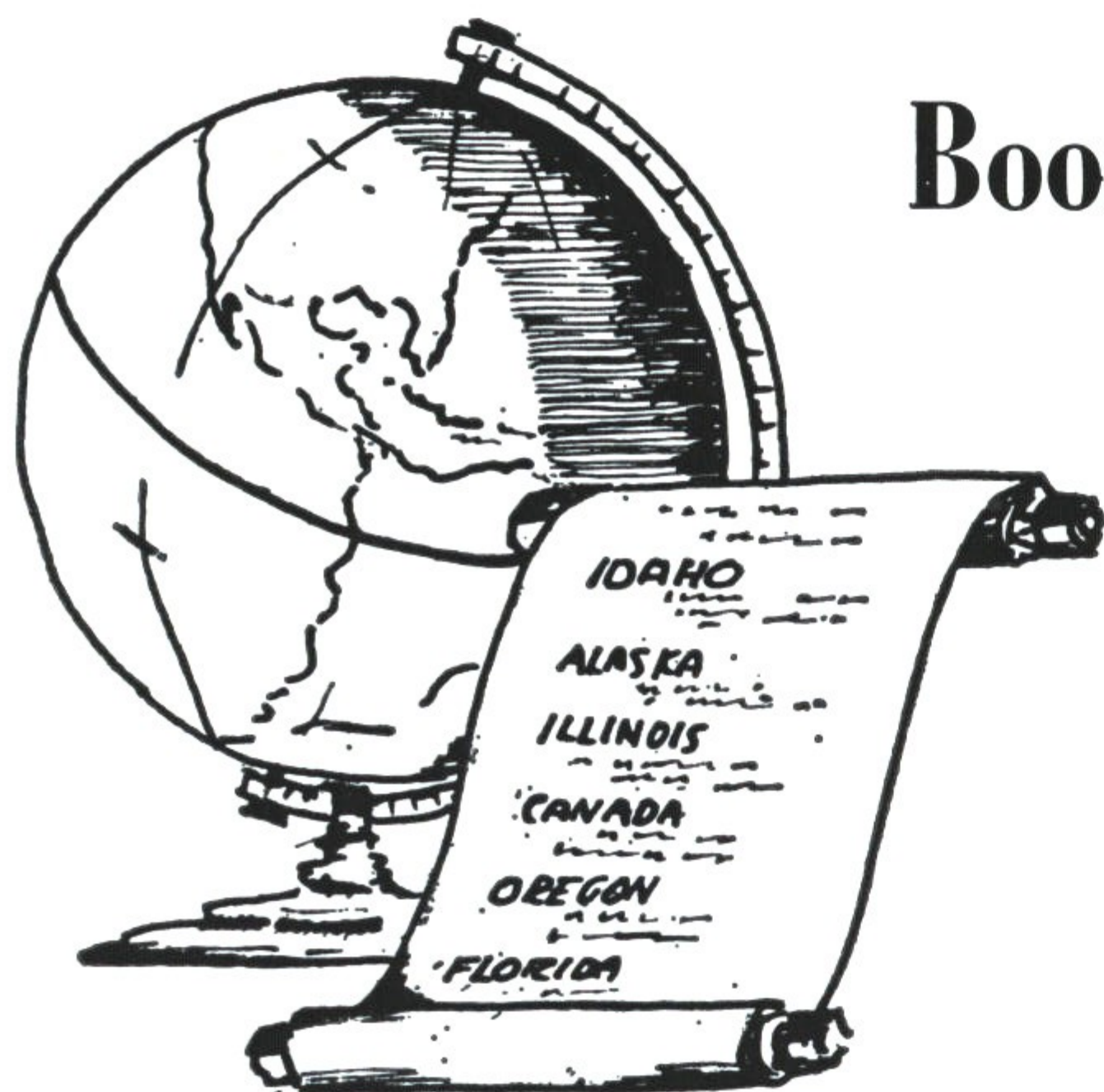
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The members whose names appear under their respective states have each given \$5.00 for their names to appear for one year in support of their magazine. Is your name among them? Watch this list of names grow.

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THE MEMBERS SAY . . .



Dear Bernie,

Thanks for your letter of July 26; I hope the Auctioneers band together for the good of the profession.

It's detrimental to one's business to be part of a group that has two sides and no one gives in. Our N.A.A. has a big job that isn't getting done. Our membership should be tripled and our trade magazine could be doubled in size with more educational helps. Of what service is the N.A.A. through out the year? This isn't a one man job.

What about a "National Auctioneers Week" during the convention? Lets have stationary labels, bumper stickers and tional advertising. For more group recognition lets work to get a U. S. Stamp through the post office in recognition of the continuous Art of Auctioneering in our Country.

How about fresh ideas for promoting

auctions. Public Relations posters available to all members. If the N.A.A. prefers not handling the goods then, at least, furnish a big list of suppliers where goods could be bought like: PA systems, chairs, auction stands, tents, awnings, lights, temporary and permanent signs, printing IDEAS, cuts, pictures, canes, mallets, hats, emblems, jewelry, and trick lettering ideas. "Universal promotion and the whole profession will grow and be upgraded."

The surface has not been scratched. I often hear what has been done by a few in the past and this was good, but what about the future?

Lets' all move forward together—with a plan of action and the whole world will set aside

Sincerely,
Harold K. Keller
Mount Joy, Pennsylvania

Dear Bernie:

We certainly enjoyed the convention at Philly, Pennsylvania. We enjoyed all programs and as always got a lot of helpful hints that I am sure will help us to another successful year in the auction business.

Enclosed you will find a check for another years' dues for "The Auctioneer", which our whole family enjoys very much each month.

We are thankful to you and your staff for a job well done.

Sincerely,
John Kireta
Beloit, Ohio

IN UNITY THERE IS STRENGTH

Dear Sir:

Enclosed is my check for my second year's membership and subscription to "The Auctioneer," also the Booster Page. It's the most informative literature I've found for my profession. You people do a terrific job. Keep them coming.

Sincerely yours,
Murl Bernard
Mira Loma, Calif.

Dear Sirs:

I certainly enjoy The Auctioneer. I am sorry that I could not attend the auctioneers meeting in Philadelphia in July. The Lord willing, I plan to bring my wife next summer and attend. It must really be a feast of good things to be with so many good auctioneers.

Sincerely,
Col. Chas. B. Middleton
San Diego, California

Dear Sir:

Have been receiving "The Auctioneer" for some time now and enjoy reading it. I have a question and maybe others of our profession have the same. I have been in the auction business since I was eleven years old and have never known why and for what reason we are privileged to have "Colonel" attached to or preceding our names. Can you help me? My dad, Col. M. S. Bloom, now eighty-three years old, once told me that "Kernel" was the inside of a nut. Ha!

Thanks a million,
J. M. Bloom
Oakley, Kansas

Dear Mr. Hart:

The first of July I moved from Chicago, Illinois, back to Billings, Montana. What a trip! Besides all the work and confusion involved in packing and moving, it sure was great getting back home to Billings.

I've been so busy since I got back working with Bob Thomas of Thomas Sales Co. and along with the fall term of the Western College of Auctioneering that I failed to inform you of my new address. It is as follows: 910 Yale, Billings, Montana 59102.

For the past two weeks I've been

combing the country with hopes in finding an opening with a livestock commission company as an auctioneer, but so far no luck. If anyone reading this article in this part of the country, connected with a commission company is in need of an auctioneer, I would appreciate hearing from them. My phone number here in Billings is 252-9797.

Bernie, I want to express my regrets for not being able to attend the National Convention in Philadelphia this year. With moving and all I just couldn't make it. I know my wife and I missed a good one. One sure thing, you will be seeing us at the convention in Chicago in 1967.

Sincerely,
Mike Coolidge
Billings, Montana

Dear Sir:

I am a recent graduate of the Missouri Auction School and a very ardent supporter of the auction method of selling. Since graduation I have helped sell some sales and have attended every auction it was possible for me to attend.

The auction profession is very fascinating and challenging. Through auctions I have met some very interesting individuals. I have found that the nicest and friendliest people in the world attend auction sales. Through the eyes of my youth (I'm 17) I foresee a bright and illustrious future for the auction profession. I feel that if I diligently apply myself, sacrifice and work hard, a rewarding career of auctioneering will follow.

In order to let more people know what I'm very auction minded, please find enclosed my remittance to cover lapel button, decals and bumper strips.

Thank you very much,
Dennis Hensley
Peoria, Arizona

If there is a conflict between the rights of the state and the rights of man, the rights of man come first. If there is a conflict between public edict and private conscience, private conscience comes first — **Norman Cousins**

We Are Not Ready

By Col. B. G. Coats

An article appearing in the October issue of "THE AUCTIONEER", headed "ARE YOU READY" by the Secretary, Col. Hart, should have read "ARE WE READY". He editorializes the possibility of selecting a site and erecting thereon a permanent home for the National Auctioneers Association, and for the members to give an expression of their opinions. "Not to wait until the project is under way and then criticize as to do so doesn't require a great amount of intelligence or ability". Unfortunately I am not possessed of very much of either so I am going to give an expression of my opinion before the ground breaking ceremonies.

The Secretary is absolutely correct in requesting that the membership be heard on this vital and far reaching project. It is the responsibility of each and every member to voice his opinion or forever hold his peace. The suggestion of the President, that we own our own national headquarters is most laudable, but apparently fell upon deaf ears after appearing in "THE AUCTIONEER" September issue, it either was not read and if read met with no response. During the past decade of our existence this is the third time that such a project has been broached and in the two previous instances they were dismissed as being preposterous. Such a project calls for very very long range, intelligent planning and must be studied from every conceivable angle and far into the future.

At this time I am unequivocally opposed to the National Auctioneers Association selecting a site or purchasing a site and erecting thereon a structure to house the headquarters of our Association or to buy a building for that purpose. My opinion is based on two paramount reasons. One, we are not strong enough numerically and two, we are not strong enough financially. During the past three or four years our membership has remained more or less static

varying in membership, give or take, approximately 200 using a base figure of 2000 memberships. If the dues were advanced to finance such a project we can expect to lose more members than we can recruit new members under our present mode of operation. We can ill afford to lose any members, but we can well afford new members. If we are in a good financial position let us stay that way and not incur any indebtedness. We have our heads above water and lets keep it that way. It has been a long hard pull over the many years to reach the position financially that we have and to invest at this time in a project that none of us can accurately predict what the future will entail would not be conducive to good, sound, intelligent judgment. We should not entertain such a project until such time as we have a minimum membership of 5000 members.

Have we reached the point where we cannot stand prosperity? If so, would it not be advisable to spend a few hundred dollars on a vigorous membership campaign throughout every state in an effort to raise our membership to 5000 members.

If we invested \$2000 on campaign material and increased our membership by 200 new members, we would have our investment back and all new members over and above that figure would be profit. Simple but it is just plain common sense. This practice has been followed in the past, not with the Association's money, but by individual members and it paid off handsomely in new memberships. Now it is the obligation and responsibility of the Association to awaken from their doldrums, arouse the Auctioneers of America and build up our membership to one that we can point to with pride. Don't be satisfied by going to a national convention with an increase in membership of one or two hundred new members. Go with an increase of 1000 new members. It can

IN UNITY THERE IS STRENGTH

be done if we establish a program and then work towards the fulfillment of it. If we consummate such a program every year for three or four years we will then be ready numerically and financially to entertain ownership of a national headquarters. For reasons and two very important reasons heretofore stated, I cannot condone at this time the involvement of our Association in obtaining their own national headquarters. My opinion is what I believe to be in the best interest of our Association.

I urge all members to put on their thinking caps and give a written expression of their opinion on this serious matter through the medium of "THE AUCTIONEER".

In Rebuttal

BY BERNARD HART

Our challenge to the membership in the October issue with reference to a permanent home for the NAA was partly for the purpose of clarifying certain aspects of this organization. We have found that a portion of our members are prone to jump to conclusions, based on comments of those who are no closer to the facts than the listener.

The forgoing article by B. G. Coats serves this purpose very well and we wish to publicly thank Mr. Coats for bringing these things to the surface. He states that during the past decade, this subject has been broached in two previous instances. I must brand this statement as untrue as in the twelve plus years I have served as your Secretary, this subject has never been mentioned in any meeting of the Board of Directors, prior to the last one.

Mr. Coats mentioned the membership has remained more or less static for the past three or four years. Figures show that we have gained 399 in total membership in the past three years and 527 in the past four years. But these figures do not tell the whole story. Last year we added 432 new names to our membership roster. If we are to have an increase of 100 members this year it means that we must secure 500 new members because experience tells us

that some 400 who are members this year will not be members next year. By using these figures you can roughly estimate what would be required to increase our membership at the rate Mr. Coats suggests.

Article I of our Constitution states, "Its office shall be in the city in which the duly elected Secretary resides." This was fitting when I assumed this office from Mr. Coats in 1954. At that time, the sole possessions of the NAA were a filing cabinet and a box of engravings. Housing was no problem in 1954. Today, it would take a medium sized van to move the NAA possessions and the equipment required to carry out the Secretary's duties. Housing is a problem today.

In my previous article I did not take a position for or against the building project. I am not doing so at this time but I do feel that all factors should be considered and I shall do all that I can to see that this happens.

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A Letter From The Vice President

Dear Bernie, Fellow Officers and Friends:

Haven't heard from anyone since Convention time except talking to President Wooley on phone so I expect everything is going along smoothly.

We have finally received some rain in Pennsylvania but our streams and wells still need more. Many wells are still dry. Corn was the poorest ever and many silos are only partly filled and very little to put in crib. The pheasants are even having trouble finding enough to eat. We will correct that however in a week or so when hunting season opens. Director Kehr and I have a lot of hunting planned for next six weeks.

The dry season has affected the farmers quite a bit around here as many have had to dispose of their dairy herds either at public or private sale.

The cattle market has been very strong and I have had my share of the sales this fall with a few still coming up. The following are a few examples: Harvest Time Classic, Huntingdon, Pa., \$533 average; Franklin Co. Holstein Club, \$487 average; Carl Diehl Dispersal, Bedford, Pa., \$442; Max Diehl Dispersal, Bedford, Pa., \$428; Robert L. Rice Dispersal, Greencastle, Pa., I sold Mr. Rice's 124 acre farm for \$55,000, 90 Holsteins including many young heifers for average of \$368, also farm equipt for total of \$109,000.

This past Monday we had the John Stamey reduction sale at Newville, Pa., 41 Holsteins average \$453 and 50 Ayrshires average \$336. Of course, we had other sales in which the average prices were lower but sold according to quality.

I had my 12th and final farm equipment sale here at home for the year on October 6. Prices were steady on everything this fall except corn pickers as none needed any around here.

Sincerely Yours,
Ralph W. Horst

Liquidation Of Yard Proposed By Officer

Cleveland, Ohio — One Martin Glotzer of Chicago, a director and vice president of Cleveland Union Stockyards Co., has called for a special director's meeting to consider the idea he proposes, that the company sell the yards and get out of business.

With the advent of strong community livestock sales, with increasing direct buying of slaughter cattle, and with the shifting of packing plants, most big city terminals have come on hard times. The volume at most of them including Cleveland, is only a fraction of what it once was.

Tennessee Auction Meeting, Dec. 12

Annual Fall Meeting of the Tennessee Auctioneers Association has been set for Monday, December 12. It will be held in Nashville at the Holiday Inn, 710 James Robertson Parkway, according to an announcement by the group's President, Col. Billy Howell.

Col. Howell reports that an interesting and informative program is being planned and all auctioneers are invited, including those from adjoining states.

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Secretary: Ed Gibson, 7947 Quivas Way,
Denver

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Secretary: Paul L. Owens, 6316 Tahoe, Boise

Illinois State Auctioneers Association

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Norton
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Meridian

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Defiance

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Glendive
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THE LIGHTER SIDE . . .

QUITE A PARTY

A mother was giving her son instructions on how to behave at a birthday party for the little girl next door. At one point, the boy shook his head in disagreement. "No," he said, "I think I'll thank Mrs. Chambers for the party as soon as I get there. Last year she locked herself in her room before I left."

ETHICS

"Ethics," the man told his son, "is vital to everyday living. For example, today an old friend paid me back a loan with a new hundred-dollar bill. As he was leaving I discovered he'd given me two bills stuck together. Immediately a question of ethics arose: Should I tell your mother?"

REVERENT

A quick-thinking employee came up with a new one when his foreman, said, "Hey, bud, how come you're sleeping on the job?"

"Goodness gracious," he shot back, "can't a man close his eyes for a minute of prayer?"

TAKING CARE

A millionaire's mansion was being renovated. A roofer was called in to make necessary repairs. Before he started work he was warned by the butler: "If you have to go through the house, be careful of the inlaid floors in the hall. They've just been waxed."

"Don't worry," said the roofer. "I won't slip on them. I have spikes in my shoes."

HUNTING SEASON STORY

During a grouse hunt an English sportsman was shooting at a clump of trees near a stone wall. Suddenly, a red-faced gentleman leaned over the wall.

"I say there, old chap," he shouted, "you almost hit my wife!"

"Did I, old man?" asked the shooter with aplomb. "Awfully sorry, Here, do have a shot at mine over there!"

THE INDIRECT APPROACH

Little Jimmy was envious of his little friend's new puppy.

"Gosh," he said gloomily, "I've wanted a dog for a long, long time, but my mother won't let me have one."

"You probably don't use the right strategy," said his little friend sagely.

"Strategy?" said Jimmy. "What's that." "Well," was the reply, "You don't ask her for a dog. You ask her for a baby brother . . . then she'll be glad to settle for a dog."

HABITUAL

An irate employee returned to the paymaster's window, holding his pay envelope high. "It's one dollar short," he complained.

After looking at the records, the paymaster grinned. "Last week we overpaid you, and you didn't say a word."

"An occasional mistake I can overlook," retorted the angry fellow, "but not two in a row."

TOO BAD

A 13-year-old girl had always been a tomboy. In a neighborhood in which boys had predominated, she early learned to play touch football and other rough-and-tumble games. When a neighbor's son complained one day that the boys needed another player for a game of touch, his mother suggested, "Why don't you ask Virginia; she's a good player, isn't she?"

"Yes," he answered disgustedly. "But she's turning into a girl!"

INSURMOUNTABLE

Psychiatrist: "What kind of a car do you drive?"

Patient: "A new Lincoln."

Psy: "Where do you live and where do you vacation?"

Patient: "I live in a \$100,000 mansion and go to Florida six months every year."

Psy: "With all this, what's your problem?"

Patient: "I only make \$75 a week."

IN UNITY THERE IS STRENGTH

NEED A BIGGER GLASS

A dissatisfied customer wrote a mail-order house that his newly - purchased teeth didn't fit.

The mail-order house wrote back saying that the man's bite test had turned out perfect.

"You stupid people," the man wrote back. "It's not my mouth they don't fit. They won't fit into the glass at night."

ALL THINGS COME TO HIM WHO BAITs

By a beautiful lake I recall with emotion

I held her gently in silent devotion
But alas, a man with a badge and air
of legality,

Came upon us and spoke stern words
of finality,
And we were parted for this good reason,

She was a fish I had caught out of
season.

MODERN GENERATION

The father was scolding his teenaged daughter for her slovenly appearance.

"You modern girls don't seem to care how you look any more," he declared. "Why, your hair looks like a mop."

"What's a mop?" the daughter inquired innocently.

SUSPICIOUS MIND

A young lady had brought a boy home to meet her parents? When father told his daughter that he didn't approve of the lad.

"But," pleaded the girl, "Harry doesn't smoke, drink or gamble. He always attends church on Sunday. Now what can you find wrong with him?"

The father stood scratching his head, then replied, "You can never trust a liar."

JOKER

Note found under windshield wiper: "I have just smashed into your car. The people who are watching me think I am leaving my name and address. They are wrong."

MOOD SYSTEM

The city slicker, arrested on a charge of speeding, vehemently denied his guilt, while the rural justice of the peace absently thumbed thru a large volume on his desk.

"Guilty," the official suddenly interrupted, slamming the book closed. "An \$18.90 fine."

While the accused was paying his fine, he got a good look at the book the judge had been consulting. It was a mail order catalog.

"So that's the way you decide your fines!" he angrily exclaimed. "From a mail order catalog!"

"Yep," confirmed the court clerk, "and you're mighty lucky he had it open at wheelbarrows. Yesterday he was looking at automobiles."

MEMORY GEM

A prominent social worker once visited an insane asylum and was struck by the apparent sanity of an inmate tending the flowers. He was a veritable storehouse of horticultural knowledge, and spoke quite rationally.

"My good man," she said, "I would like to have you work for me. I intend to speak to the chief of staff and have you released in my custody."

As she turned to go, the man picked up an egg sized rock and hit her smartly behind the left ear.

Staggered and dazed, the woman turned to the man. He smiled softly at her and said to her, "You won't forget, will you?"

ONE OF THEM

The principal of the local junior high school heard shouting and laughter as he passed one room. He opened the door in time to see one crew-cut youth shouting and dancing down the aisle. He seized the lad, dragged him into the corridor, and told him to stand there until excused.

Next the principal returned to the classroom and restored order. After giving a long lecture on discipline, he asked if there were any questions. "Yes," the student said. "When are you going to let our teacher come back in the room?"

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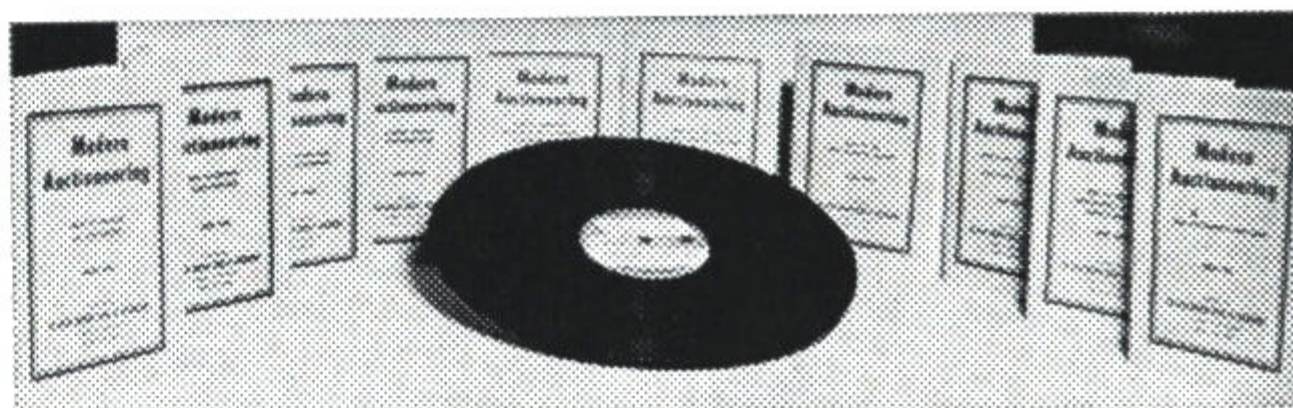
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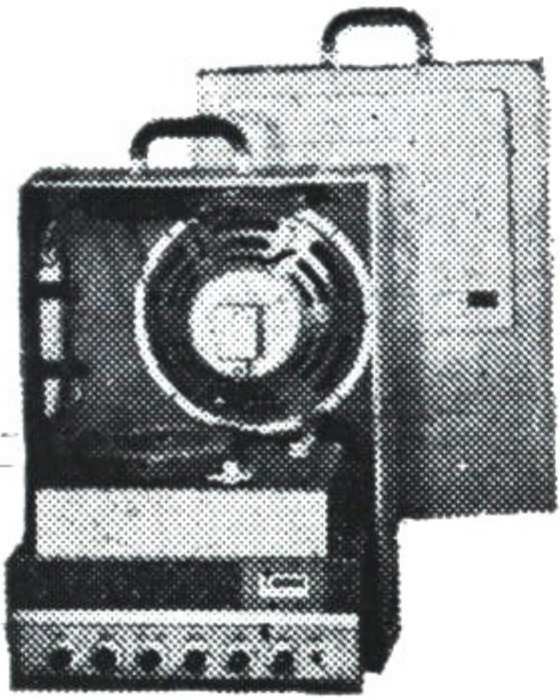
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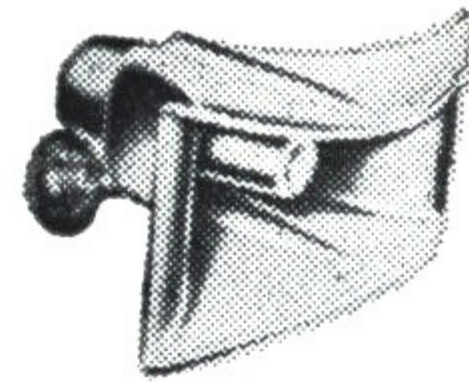
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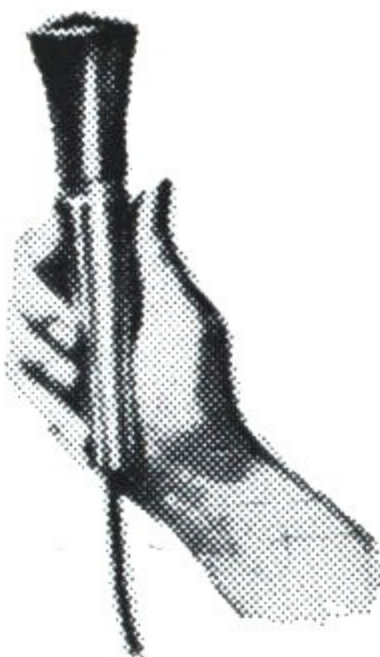
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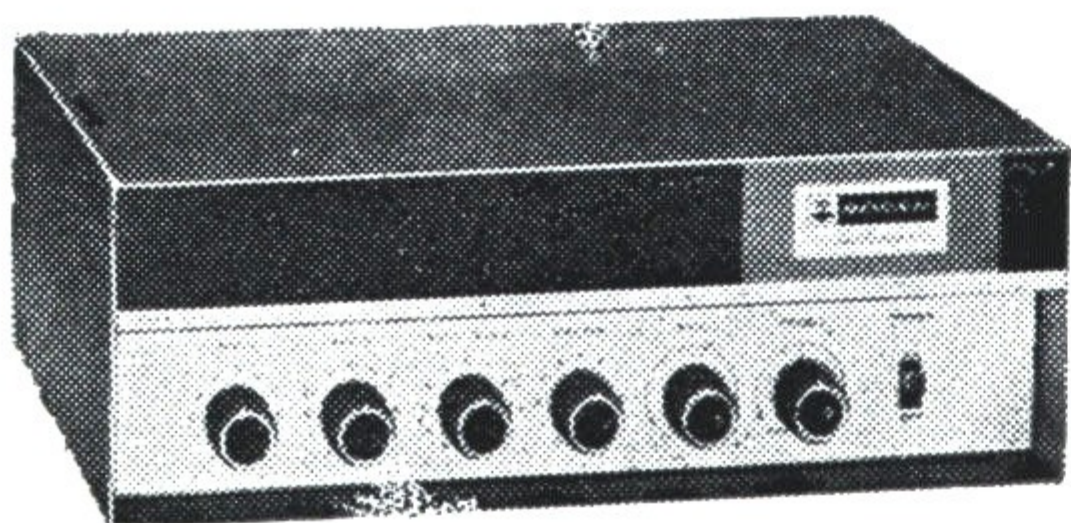
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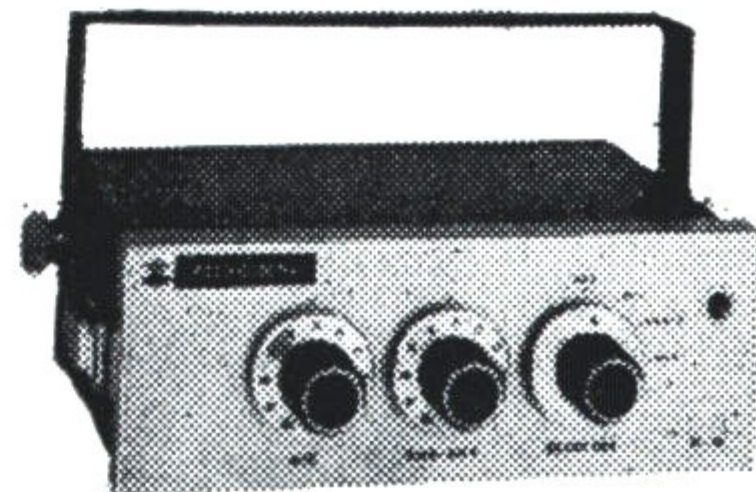
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